

February 5th, 1960

Mr. V. G. Sherren,
Industrial and Trade Fairs Limited,
Drury House, Russell Street,
London, W.C.2, England.

Dear Mr. Sherren:

I am very glad indeed to have before me your letter of January 27th, 1960. It is good to see that you described to me the situation as it is for, believe me, I am very disturbed over the lack of results in Great Britain.

The reasons which you have enumerated for the reluctance of British industry to come to the World Trade Centre-Perimeter, Rome are not quite convincing and I am certain that if you will approach British firms anew and give them the new facts of the situation, you are bound to be successful.

The American-Canadian interest in the World Trade Centre in Rome is well-established. I send you enclosed the latest copy of FOREIGN COMMERCE WEEKLY, February 1, 1960, which contains, on pages 25 and 31, an official article written by the U.S. Department of Commerce, after due investigation and consideration of all facts, which contains inter alia a very clear statement that the Department of Commerce and its 33 field offices will henceforth act as a source of information and posts of distribution on our literature and regulations governing participation in Rome. You will be interested to know that this is an unprecedented step taken by the U.S. Government in support of an international undertaking of this kind.

In the light of the above, I think it is not beyond your personal ability, and if need be, with the aid of your Board of Directors and associates, to prevail upon the British Board of Trade in the best protection of British commercial interests to issue a less clear a commendation to industrialists as the U.S. Department of Commerce has done. Rome is certainly the focal point of the Common Market and British industry is surely interested not to leave the field entirely to the American and the Japanese. I can assure you that the Germans have decided to come into the World Trade Centre in full force.

I cannot give you, from Montreal, a list of the exhibitors.

W.V.G. Sherren (cont.)

You have already received one some time ago and is available in Rome.

With respect to the other information which is available will be at your disposal if here.

With respect to a press conference, with my professional activity and I so told when I am in England privately, I do not mind trade or some individual personalities but is out of the question for me.

Cushman and Wakefield have contacted firms in the last few days and they informations are pending as a result thereof.

I shall advise you when I next propose

With best wishes to Captain Wyburd and

WV:G
Encl.

Mr. F. G. Sherren (cont.)

February 5, 1960

You have already received one some time ago and the list is growing daily and is available in Rome.

With respect to the other information you require, some of it which is available will be at your disposal in Rome as I do not have it here.

With respect to a press conference, I find this incompatible with my professional activity and I so told Capt. Wyburd in Rome. When I am in England privately, I do not mind seeing the Board of Trade or some individual personalities but a public press conference is out of the question for me.

Cushman and Wakefield have contacted 1500 of the leading American firms in the last few days and they inform me that very active negotiations are pending as a result thereof.

I shall advise you when I next propose to be in London.

With best wishes to Captain Wyburd and yourself, I remain,

Sincerely yours,

LENDING
and.

Canadian interest in the World Trade Centre is published. I send you enclosed the latest copy of the WEEKLY, February 1, 1960, which contains a special article written by the U.S. Department of Commerce investigation and consideration of all factors enter into a very clear statement that the U.S. field offices will henceforth act as the main points of distribution on our literature and active participation in Rome. You will be aware that this is an unprecedented step taken by the U.S. in an international undertaking of this kind.

Of the above, I think it is not beyond your power, and if need be, with the aid of your Board of Directors, to prevail upon the British Board of Trade to make a similar statement to industrialists as the U.S. Department of Commerce is certainly the focal point of the world's industry is surely interested in the U.S. and the Japanese. I am sure the World Trade

Trade Fairs Limited,
Small Street,
England.

February 5th, 1960

did indeed have before me your letter of January 28, 1960, which is good to see that you described to me the situation in Britain. I am very disturbed over the fact

which you have enumerated for the reasons of the fact that you are to come to the World Trade Centre-Parade, he is convincing and I am certain that if you will agree now and give them the new facts of the situation, they will be successful.